

**"I never thought I'd like
wine before dinner.**

**I never thought I'd
like a 3 mg. cigarette."**



"Wine instead of my martini?
You've got to be kidding, I said.
One of those low low tar
cigarettes? You're kidding
again, I said. Of course that
was before I got my first taste
of SUMMIT. SUMMIT may
have only 3 mg. tar, but it gives
me more than 3 mg.
taste. Know what I
say today?"

I say that everybody has the right
to be wrong once. Or twice."

**Summit.
3 mg. tar.
For the way
we live today.**



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